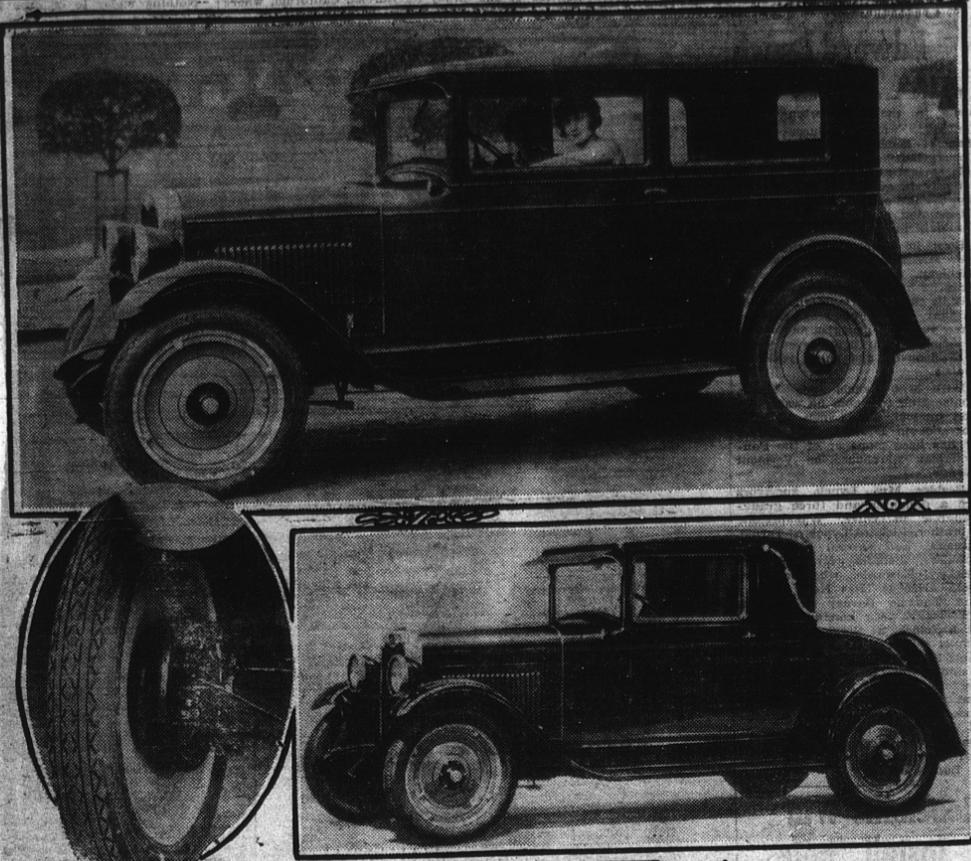


### Four Wheel Brakes Feature New Chevrolet Models



The upper photograph shows the new coach which is a feature of the Chevrolet line of 1928. Below is the Sport Cabriolet and the inset shows the four-wheel brake assembly with which all Chevrolet's are now equipped. Last year surpassed all records in Chevrolet sales and with the improved Fisher body designs and refinements of the 1928 models Chevrolet looks forward to a new record for 1928.

Surpassing all its former achievements as a leader in the building of low cost transportation, the Chevrolet Motor Company, today announces the most distinctive low priced automobile of all time.

The announcement today of a complete new line of Chevrolet cars follows immediately on the close of Chevrolet's greatest year when its volume of one million units made it the world's largest builder of automobiles, and presages a year of unexampled activity for the organization that has been the pioneer volume producer of gear shift motor cars.

Known as the "Bigger and Better" Chevrolet, the new car that goes on display throughout the United States today, not only succeeds the "Most Beautiful Chevrolet" but incorporates all the advantages that made the latter so popular and in addition embodies a host of refinements that combine to produce what General Motors officials believe will be the sensation of the automobile industry in 1928.

A quick picture of the new car that seems destined to write a new chapter into the history of the automobile business may be had by noting the following highlights of the 1928 Chevrolet:

Extended wheelbase, greater speed and power, four wheel brakes, longer, roomier bodies, new Duco color, thermostat cooling, shock absorbing springs, motor enclosure, and indirectly lighted instrument panel and other advantages built in as a result of lessons learned through 12 years of constant progress.

The "Bigger and Better" Chevrolet owes its outstanding virtues to the manifold facilities at the disposal of the Chevrolet Motor Company, including the General Motors Proving Ground, the General Motors Research Laboratory, the Chevrolet experimental laboratory, the Chevrolet engineering department and the skill and resources of the Fisher Body Corporation.

Seven passenger cars, including five closed and two open types, comprise the line. Every driving requirement is cared for in the make up and appointments of the various body types.

Beauty in appearance, performance in driving and economy in operation are the keystones of the car that owes its every detail to withering tests of days, weeks and months under all types of weather, road and driving conditions.

Every detail has been proved true in exhaustive tests. As a result, the new line achieves to a degree hitherto unexampled in the low priced field a standard of smartness, advanced performance, striking color combinations, completeness of equipment and minute attention to style, comfort and luxury.

The new car has a distinctive big car appearance entirely foreign to its price class. This is achieved by adding four inches to the wheelbase, bringing the present total to 107-inches.

The frame also has been deepened and strengthened to make a smoother riding, sturdier and better balanced car.

The four inches that have been added to the frame materially increase the beauty, and the effect of bigness, of the finished product. Stressing the beauty of line are new honeycomb Harrison radiators of deep, slender, graceful design. Their added depth has so raised the front of the car that from the cowl to the base of the new low radiator cap the line is unbroken and nearly level.

Radiator shells are of non-rust-

ing airplane metal; while thermostat control of the cooling system is an additional feature.

Complementing the extra 4 inches in wheelbase is increased length in several of the body types. The coach body is five inches longer than a year ago. The sedan body likewise has been increased two and three-quarters inches.

Among the many new body refinements is a fully enclosed and indirectly lighted instrument panel, oval in shape, with the speedometer, ammeter and oil gauge, in full view for day or night driving. All passenger models have larger 30 by 4.50 balloon tires and steel disc wheels as standard equipment. Other standard equipment includes spotlight, rear vision mirror, gasoline gauge, complete tool set, and theft proof steering and ignition lock. Additional equipment is standard with individual models.

All closed bodies are by Fisher, styled and designed with the smartness and beauty for which the Fisher name is famous. All are of composite steel and hardwood construction of the type found on the highest priced cars. And all are finished in genuine Duco colors—five beautiful combinations on the seven models.

The Imperial Landau is finished in Cossack brown Duco with Mountain brown body beading and gold striping; the Coupe and Sedan in Faunee green Duco with black body beading and striping in gold on yellow; the sport Cabriolet in Dundee gray Duco with Brocattelle green Duco beading and gold stripe; the coach in Avenue green Duco, Tartan tan wheels, black beading and striping in gold; and the open touring and roadster in Falmouth gray Duco with body beading in black and striping in French gray.

Mechanically the car has been improved to parallel in performance speed and roadability its new beauty and advanced body design. It is powered by an improved valve-in-head engine that in road tests developed 34.6 percent more power and approximately five more miles per hour than the previous Chevrolet engine.

New features developed in the engine include a new motor enclosure which completely covers the valve lifts and makes for a quieter and cleaner engine, new crankcase breathing system which eliminates the leakage of engine fumes through the body of the car; new two-port exhaust; new alloy constant clearance "invar strut" pistons, new hydro-laminated camshaft gears, improved mushroom valve tappets, and larger camshaft.

An oil pump, provides efficient lubrication to all bearing surfaces; while an AC oil filter and an AC air cleaner protect all moving parts of the engine from dirt and other foreign matter, thus adding materially to the life of the motor.

The new four-wheel brakes represent an outstanding achievement of General Motors and Chevrolet engineers. They are the non-locking type, with positive brake linkage. Front brakes are internal expanding and rear brakes external contracting. Front and rear brakes have been proportioned to prevent side drag or pull. Their total braking surface amounts to 189 square inches.

Each brake has an individual, easily accessible adjustment, while "stops" are provided at the wheels to simplify the adjustment operation. So accurately has the leverage on the foot pedal been worked out between the front and

rear brakes that maximum application of the brakes is obtained with a very slight pedal pressure.

In addition to the four wheel brakes the new cars have an emergency brake, with an additional braking surface of 70 square inches. It operates entirely independent of the four wheel service brakes, thus assuring adequate braking facilities at all times.

Another important achievement in the 1928 line is the new shock absorber—semi-elliptic springs which run parallel to the frame and equal 84 percent of the increased wheelbase of the car. The springs represent still another innovation pioneered by Chevrolet engineers.

They provide 50% better riding qualities than the old type of spring, according to observers. In developing the new springs, Chevrolet engineers strove not only for smooth boulevard driving but also for maximum comfort at high speeds over rough roads.

This end could be attained, they discovered after exhaustive testing and experimenting, through increasing spring friction by putting reverse "checks"—two to each spring—midway between the center shackle and the spring end. These "checks" resemble inverted steel bows with the center section pressed down against the top spring leaf under 600 pounds of pressure.

The new models have a slender 17 inch waist finished steering wheel, while increased steering ease has been attained by the inclusion of several new features. Ball bearing thrusts have been added to the steering mechanism and the steering ratio has been increased from eight to nine and one-half to one.

Transmission, universal joint and rear axle are of the dependable construction that gave such satisfactory service in the "Most Beautiful Chevrolet," as is the electrical system. An index of the safety of the electrical equipment and the approved vacuum feed type of system with safety tank in the rear, is the fact that underwriter's approval gives the lowest fire insurance rates.

The chassis, in addition to its four inch increase in length, has a new extra strong front axle. The frame is of channel steel 4 1/2 inches deep with five rigid steel cross members. Stewart vacuum fuel feed has been retained, and also the safety ten-gallon gasoline tank with a gas gauge in the rear where a wide steel rear cross member protects it.

The lubrication of the chassis is by the Alemite pressure run system.

All models have one-piece, deep full crowned fenders of heavy gauge steel, deep-cushioned comfortable seats, ribbed rubber-covered steel running boards, chromium plated hood catches and hood handles with aluminum bead on the hood, demountable rims with a tire carrier and extra rim, indirectly lighted instrument panel, theft-proof steering and ignition lock, rear vision mirror, and complete kit of tools with tire pump and jack.

In addition the closed models by Fisher have plate glass windows, Tarnated window regulators, one-piece VV windshield, remote door controls with lock in handle, military type sun visor, automatic windshield cleaner and dome light in certain models as well as foot rest, ash tray, robe rail, etc. In anticipation of the demand

for these bigger and better cars, Chevrolet factories are running day and night on capacity production. Shipments are leaving daily for all parts of the world, so that Chevrolet dealers may make prompt deliveries on all models.

### The Voice Of the People

PRaises HERALD  
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click-of-the-heel acceleration—the ability to maintain 50, 55 and 60 miles an hour without the slightest sense of forcing or fatigue—the safety of four-wheel brakes—the steering ease that can only result from a ball bearing worm and gear steering mechanism—and comfort over all roads at all speeds due to semi-elliptic shock absorber springs—84% of the wheelbase.

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- New instrument panel, indirectly lighted.
- New two-port exhaust.
- New ball bearing worm and gear steering.
- Semi-elliptic shock absorber springs; 84% of wheelbase.
- Safety gasoline tank at rear. Larger balloon tires 30" x 4.50".
- New streamline bodies by Fisher.
- Alloy pressure lubrication. New Duco colors.
- Theft-proof steering and ignition lock.
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- AC air cleaner.
- Single-plate dry disc-clutch.
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